

Amendments to the Specification

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Fig. 1 is a perspective view of a merchandise display system incorporating the display shelving assembly of the invention;

Fig. 1A is a plan view of a merchandise guideway shown in Fig. 1;

Fig. 1B is a plan view of a merchandise retaining loop shown in Figs. 1 and 12;

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The sidewalls 32-35 and their counterparts coupled to standard 21 support the remainder of each of the shelf structures including a base or base region which may be observed generally in connection with shelf assembly 28. These base regions of the shelves extend to a forward wall and a rearward wall, again fashioned in open frame manner. The bracket assemblies as at 38-41 and their counterparts on the opposite side of the shelves permit shelf mounting in a relatively broad range of orientations. For example, shelf assembly 26 is seen to be mounted at a relatively steep downward attitude or slope and incorporates a plurality of parallel, generally D-shaped merchandise guideways represented generally at 48 and which are seen to provide a feed forward arrangement for merchandise represented as caulk gun refills. See additionally Fig. 1A. Such merchandise guideways will be seen to be removably insertable within forward and rearward receptor gaps which are formed, respectively, in the forward and rearward walls of the shelf assembly. Shelf assembly 26 also is seen to incorporate an elongate sign mount represented generally at 50 having upper and lower channels which slideably secure thin signs as represented at 52. Note that the sign 52 is held in an orientation wherein it is rotated upwardly at the forward wall of shelf assembly 26 to compensate for the extent of downward slope of the shelf. Thus, customers passing before the display system 10 readily can observe the information presented by the signage.

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Looking to shelf assembly 27, note that its attitude or downward slope has been adjusted at the bracket assemblies as at 39 such that a lesser slope is developed. Inserted in a receptor gap at the forward wall of the shelf assembly 27 are D-shaped merchandise retaining loops, one of which is represented at 54. See additionally Figs. 18 and 12. The merchandise, represented as horizontally disposed caulking gun refills shown generally at 56 also is spaced apart by L-shaped polymeric separators as represented, for example, at 58. It may be observed that for the downwardly-sloping shelf assemblies as at 26 and 27, in addition to the development of a

34 > simple feed forward arrangement, the shelves permit an improved view of the merchandise displayed therein to the customer. In similar fashion as shelf 26, shelf 27 also incorporates a sign mount represented generally at 60 and structured identically with that shown at 50 in connection with shelf assembly 26. Accordingly, the shelf mount 60 may support a thin sign, 62. Note, however, that the angle at which mount 60 is adjusted is of lesser extent than that shown with respect to mount 50. This accommodates for the slightly higher elevation of the shelf assembly 27.

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